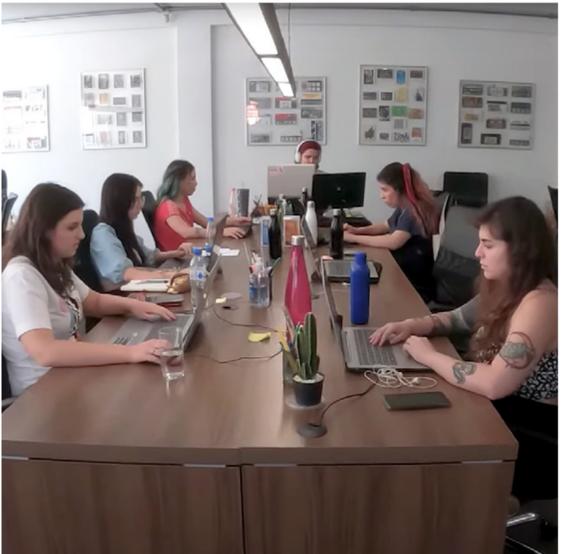


# CSR PROGRESS REPORT



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# INTRODUCTION

We at Sherlock Communications aim to lead the way among Latin American Communications agencies when it comes to operating as a responsible business. Our policies are based on the responsible management of our impacts in every endeavour. In tandem with this, we always look forward to maintaining a mutual, respectful and inclusive relationship with locals, customers, vulnerable communities, minorities and the environment.

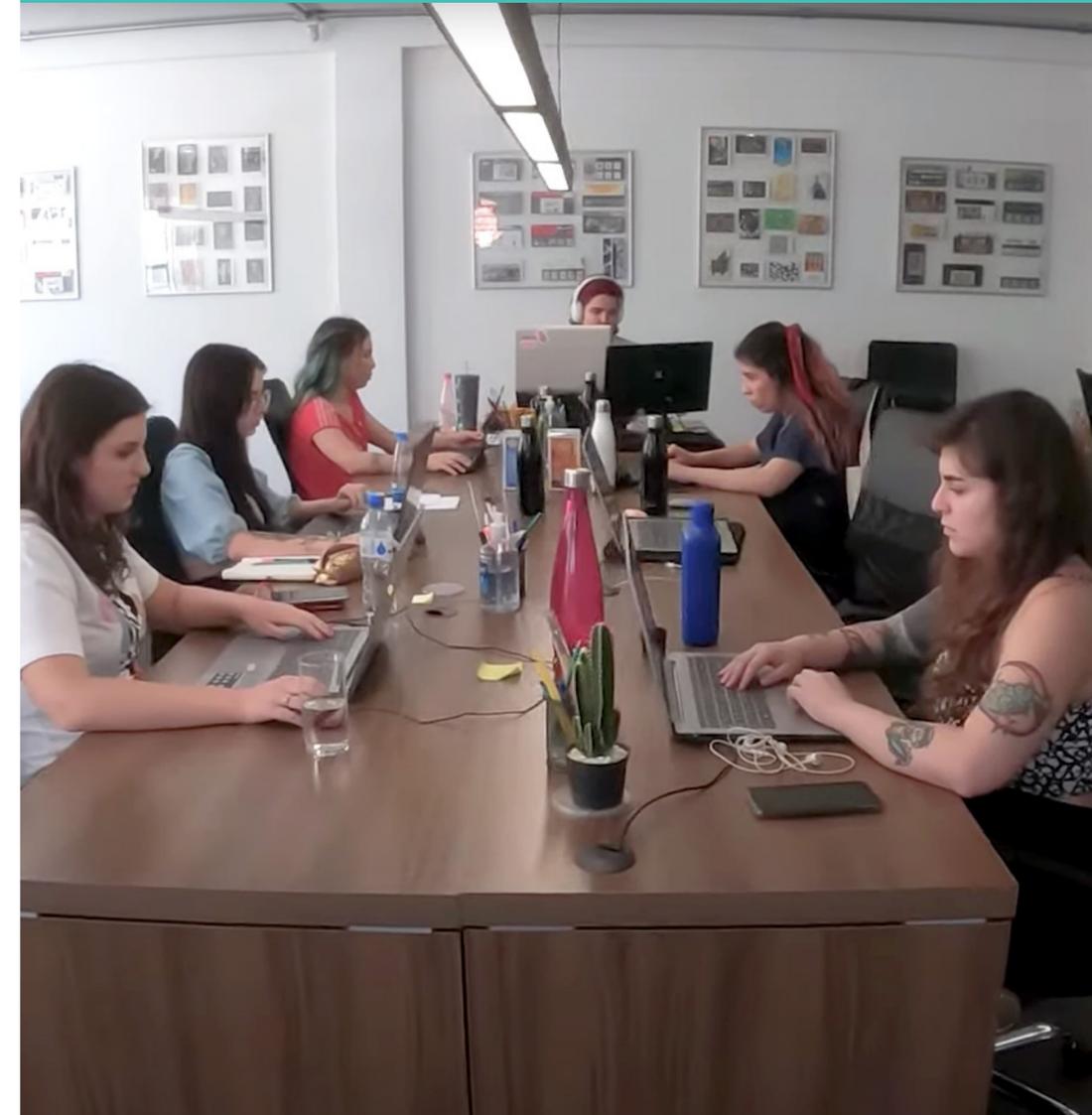
Our ways of working reflect our belief that successful campaigns go way further than generating leads and profit – our success is measured by the positive impacts which we are able to achieve together with our clients throughout Latin America.

In our work with clients, especially when proposing communications strategies, we make sure to target traditionally excluded groups and delve into the unique

specifics of each community. Our approach involves adapting strategies to the distinct contexts and media consumption habits of these communities. Recognising that people consume information in diverse ways, we tailor our approach to connect with them effectively. For further insights, you can [access this document](#) for details of previous CSR campaign case studies that we have worked on.

By maintaining an awareness of the of responsible business practices over the years, we have come to a deeper understanding regarding the importance of reporting our corporate social responsibility (CSR) actions.

This year, we are releasing our first CSR Progress Report, covering the year 2023. This report will not only detail past initiatives but will also enable us to plan and set realistic future goals.





# OUR CSR BELIEFS AND COMMITMENTS

Our vision is to be recognised as the best public relations agency for international companies seeking to engage consumers in Latin America. We passionately believe that conducting our business responsibly is fundamental to achieving this goal.

- We believe that, as a responsible business, we must not only treat our clients with respect but also our colleagues, the environment and the communities we work in and with. We want to promote a positive and beneficial environment for all as much as we can;
- We believe that Sherlock Communications can be a strong connector within the society between NGOs and international companies and we proactively encourage our clients to invest socially in the communities with whom they operate;
- We are committed to looking beyond prejudice and

genuinely listening to what traditionally excluded communities have to say, in order to understand their particular realities and needs and provide tailored communications to these groups in our campaigns;

- We support our team members to volunteer with community organisations, and offering pro bono consultancy and direct financial support to charities in the areas of social development, education, sports, arts, environment and others;
- We look for breaking down stereotypes from Brazil and other Latin American countries and challenge misconceptions around the region;
- We are committed to be inclusive in the writing of materials and become source to international companies in how they want to communicate to people in LATAM.



# LETTER FROM OUR MANAGING PARTNER

When we talk about Latin America, we understand that the context is much more complex, involving deep socio-economic inequalities and cultural differences. That said, to operate in the region, responsibility and commitment to these issues are required, understanding that as part of this community, everyone must do their part to improve the quality of life and relationships among all. And this is a joint responsibility of companies, individuals, governments, academia, etc.

We also believe that we have a vital role in championing Latin America on the global stage, showcasing its achievements, and challenging the many stereotypes people often hold about the region. To achieve this, we rely on a diverse team from various backgrounds. However, we aim to broaden our perspective even further by actively including individuals from different socio-economic contexts in our team. This approach ensures that our agency not only effectively represents and targets this audience in our communication campaigns but also takes a proactive role in this issue throughout LATAM. This is one of our key goals for this and the coming years.

We believe that only by deeply understanding our territories and engaging with the communities can we truly grasp the complexities and local realities. This knowledge enables us to take on our responsibility as an agency and make a positive impact through communication. This is precisely what we have been doing with Lupa do Bem, and we are proud to say that we are the first communication agency in Latin America to develop such a project. We map small social projects in the region and believe in the power of being a significant connector, linking people and companies (including our clients) who can become potential donors and volunteers. Additionally, we use our communication expertise to help these projects tell their own stories.

In the following pages, you will be able to see more details of this and other projects we worked on the past year. We hope this guide serves not only to transparently share everything we've developed on our end during 2023, but also as a way to encourage partners and clients to continue looking towards the future and investing in the present, in any way they can.

**Patrick O'Neill**



# OUR CSR TIMELINE



2015



2020



2021



2023

## 2015

- **Company Establishment:** Sherlock Communications was founded in Brazil, in São Paulo.
- **Pro bono Agency Program:** We established a pro bono agency program, dedicating our consultants' time (up to 37.5% out of the hours spent working for the agency) to developing communication plans for NGOs and social projects that lack the financial means to afford such services.

- *Development:* This initiative reflects our commitment to social responsibility, providing free services to organizations which aim to make a positive impact. Our expert consultants contribute their time to crafting and implementing communication strategies for NGOs and social projects faced with financial constraints.
- *8 Years of Impactful Collaboration:* Over the past eight years, we have collaborated with several projects, including but not limited to: Abraço Cultural, Cataki, Projeto Guri, Asomas, Un Respiro etc. Our

collaborative efforts extend to a wide range of projects, showcasing our commitment to supporting organizations dedicated to social causes. By providing communication expertise, we contribute to enhancing their outreach and impact.

- In 2023, Sherlock Communications mobilized its team to work pro bono with 10 NGOs and social projects: Abraço Cultural, ASOMAS, Arte Ocupa, Comparlante, Cricket Brasil, Gay Blog, Favela Brass, Mamotest, Virufy and CrucesxRosas.



# 2020

## ■ Pandemic Response Initiative:

- *Context:* As the pandemic unfolded, Sherlock Communications recognized the need to extend its support and embrace responsibility in assisting local communities.
- *Collaboration with NGOs:* The agency partnered with NGOs in Rio de Janeiro, providing financial support and leveraging its communication expertise to facilitate a mask donation campaign. Vivendo e Aprendendo, Novos Líderes, Atelier Mayalele, and Rocinha em Foco were among the NGOs involved who actively participated in this collaborative effort.
- The campaign sought to address multiple challenges by providing employment opportunities to seamstresses facing instability due to pandemic-induced unemployment, while simultaneously donating over 4,000 masks to enhance sanitary conditions in the region.

## ■ Commitment to Diversity and Inclusion:

- a. In the same year, Sherlock Communications underwent a thoughtful reflection on the prevalence of culturally, socially, and politically relevant themes in its day-to-day operations.
- b. *Formation of Diversity and Inclusion Committee:* In response to these reflections, the agency established a Diversity and Inclusion Committee, tasked with organizing monthly debates featuring special guests. The committee aims to stimulate thought-provoking discussions and explore diverse perspectives.
- c. Recognizing the importance of inclusivity, these conversations took place remotely, in an online format, ensuring accessibility to a broader audience. Sessions were available in both Portuguese for Brazil and Spanish for the rest of LATAM.

In 2023, Sherlock Communications held 7 Diversity Talks. Further information is available in page 20.



# 2021

## ■ Lupa do Bem Initiative:

- Lupa do Bem originated as a digital platform aiming to provide visibility to NGOs and social projects that lacked exposure on major news portals. Lupa do Bem's core mission is to address the visibility gap faced by NGOs and social projects, ensuring that their impactful work receives the attention it deserves. In its first year, a strategic collaboration with Favela em Pauta was established to curate content, emphasizing the importance of diverse perspectives and voices in the digital space.



# 2023

## ■ Lupa do Bem's Growth and New Features:

- *Expansion:* Lupa do Bem experienced significant growth, with the addition of new functionalities to the platform - notably, the introduction of a search filter for NGOs and social projects based on states, categories, and their need for volunteers or donations. This feature facilitates connections between those willing to help and those needing support.
- *Educational Initiative:* Recognizing the importance of sharing knowledge, Lupa do Bem extended its services to include an "educational" arm. The platform now produces and offers free e-books in partnership with specialists in the sector, simplifying the sharing of knowledge. In the past year, we developed and launched the first of these e-books in Portuguese - the [Resource Mobilization Guide](#).

The screenshot displays the Lupa do Bem website interface. At the top left is the logo with the tagline "Ampliando Boas Ações". The navigation menu includes "About Us", "Initiatives", "Coluna da Neuza", and a "Support a project" button. Language options "PT · EN · ES" and a search icon are also present. The "LATEST NEWS" section features a photo of a group of children in front of a banner that reads "VACACIONES ÚTILES", dated "18 Jun. 2024". The article title is "The youth are coming to the rescue of Belén, the Peruvian Amazonian city striving to emerge from its problems", categorized under "EDUCATION". A snippet of the text reads: "In the district of Belén, 4-year-old children are obligated to learn how to swim. This skill, which elsewhere might...". To the right, a grid of "Initiatives" includes icons and labels for culture, sports, sustainability, society, education, tech & digital economy, health & science, and animals. Below this grid, two news items are listed: "11 Jun. 2024 - SOS Cultura RS Campaign: Institutions join forces to support arts center" and "4 Jun. 2024 - With Ailton Krenak and Angela Davis, Festival LED sheds light".



# INITIATIVES



## LUPA DO BEM



**What is Lupa do Bem:** Lupa do Bem is a news website dedicated to the production and dissemination of social impact content. It is a Sherlock Communications project that highlights projects and people who are making changes and acting as the voice of local communities.

### ■ Main objectives:

- Lupa do Bem exists to publicize, encourage and strengthen projects that aim to have a social impact on various aspects of everyday life.
- As an agent capable of impacting society through communication, Lupa do Bem aims to become a major promoter of work carried out by NGOs and other third-sector entities. We believe that increased knowledge will enable the generation of a network for reducing social differences.

- The platform aims to give voice to those who seek to make the world less unequal, and encourage good deeds.
- **The team:** As of December 2023, the Lupa do Bem team is made up of 23 Sherlock Communications consultants, of whom four are exclusively dedicated to the project and 19 contribute a portion of their allocated working hours. Since July 2022, Sherlock Communications has invested R\$ 104,000.00 in the Lupa do Bem project, distributed across various areas, including partnership development, the creation of proprietary educational materials, and the development of a new website. In addition, the company internally commits approximately 593 consultant working hours per month towards a dedicated team responsible for bringing the Lupa do Bem project to fruition. These financial commitments underscore Sherlock Communications' dedication to the sustained development and success of Lupa do Bem. Our ongoing investment not only supports current operations but also reflects a commitment to future enhancements and the continued impact of the platform.
- **Social Impact Partnerships:** In 2023, we produced 100 Lupa do Bem T-shirts for Sherlock Communications consultants in partnership with Panosocial, a movement that promotes the



reintegration of former inmates by employing them in the production network of clothing, uniforms, accessories, and customized products that use eco-friendly raw materials and sustainable production processes, such as 100% organic cotton, in an effort to reduce environmental impact, reduce recidivism rates, and contribute to social peace.

#### ■ Donations & Impact:

As of December 2023, Sherlock Communications has contributed R\$ 101.000,00 to NGOs and projects featured in stories published by Lupa do Bem. These funds were distributed among 97 selected NGOs and projects.

This support has significantly benefited institutions focused on a variety of themes, including Education, Culture, Technology, Sport, Health, LGBT+ Community, Science, Sustainability, Children, Elderly, and Women's causes. Our calculations regarding the overall impact suggest that over 10,000 individuals were directly affected, while nearly 12,000 online students benefited from upgraded online services.

Sherlock Communications also played an important role as a connector between NGOs (Instituto Esporte Mais and Instituto ESB) and one client of the agency (BLZ Bets), developing a CSR Campaign in December 2023 and making possible for the NGOs to receive, together, a donation that totals R\$ 10.000,00.

These donations were crucial for overcoming financial challenges, facilitating the purchase of materials and snacks for children, and regularising documentation across a number of institutions. Funds were strategically allocated to meet a wide range of needs, including the acquisition of educational materials, fans, classroom boards, transportation, and meals for the transgender population. Additionally, resources were allocated to support educational infrastructure, office supplies and bill payments.

These funds played an important role in covering institutional expenses, rent, basic food packages, maintaining recycling projects, and repairing beds for individuals experiencing homelessness. Artistic institutions expressed gratitude for the opportunity to continue promoting culture and art. The positive impact also extended to environmental projects, including selective waste collection and composting, benefiting rural and riverside communities. The donations facilitated the purchase of equipment and recipients, enhancing waste treatment efforts.

Furthermore, this financial support contributed to initiatives supporting Afro entrepreneurs, the distribution of toys to hospitalised children, the development of holiday colonies, social projects, and events focused on mental health.

In summary, these donations have had a widespread



Comida de Favela Pra Favela



Projeto Mulheres Inspiradoras

and positive impact on several communities, ensuring the continuity of social, educational, cultural, and environmental projects, and providing direct assistance to thousands of people in multiple regions.

#### ■ Partnerships:

In November 2023, we partnered with Catraca Livre for the Causando project, a collaboration set to last for three months. Starting in 2024, Lupa do Bem will become part of the “Causadores” team, contributing three monthly stories related to education and professional development.

In previous years, our project formed partnerships with other organisations to amplify and address social impact objectives, including Favela em Pauta, Ciclo Vivo, and Mídia Ninja.

This collaboration with Catraca Livre aligns with our commitment to foster positive social change, and further expands our reach and influence within the community.

#### ■ Educational Content:

We recognize the significance of contributing knowledge to enhance Lupa do Bem’s impact on partner NGOs and social initiatives. By analysing feedback received from these organisations via informal oral surveys over a period of several months, we noted that one of the primary challenges faced by small

and medium-sized NGOs and social projects is understanding how to raise funds, and identifying the most effective means to do so.

In response to this insight, we launched Lupa do Bem’s first e-book, the [Resource Mobilization Guide](#), in June 2023. This guide was developed in collaboration with Flavia Lang Revkolevsky from Pitanga.Mob, a company specializing in engagement and individual fundraising, driving the exponential growth of organisations and optimising their investment. The guide serves as a valuable resource to assist these organisations in navigating the complexities of fundraising, offering strategic insights and practical

advice for effective resource mobilisation.

Furthermore, we considered usability when designing this material. In Brazil, a limited number of people have access to desktop computers, so it was important for us that the material be easily viewed on any smartphone, with an intuitive scrolling feature. This approach ensures full accessibility and convenience for a wider audience, aligning with our commitment to making valuable information available to as many people as possible.

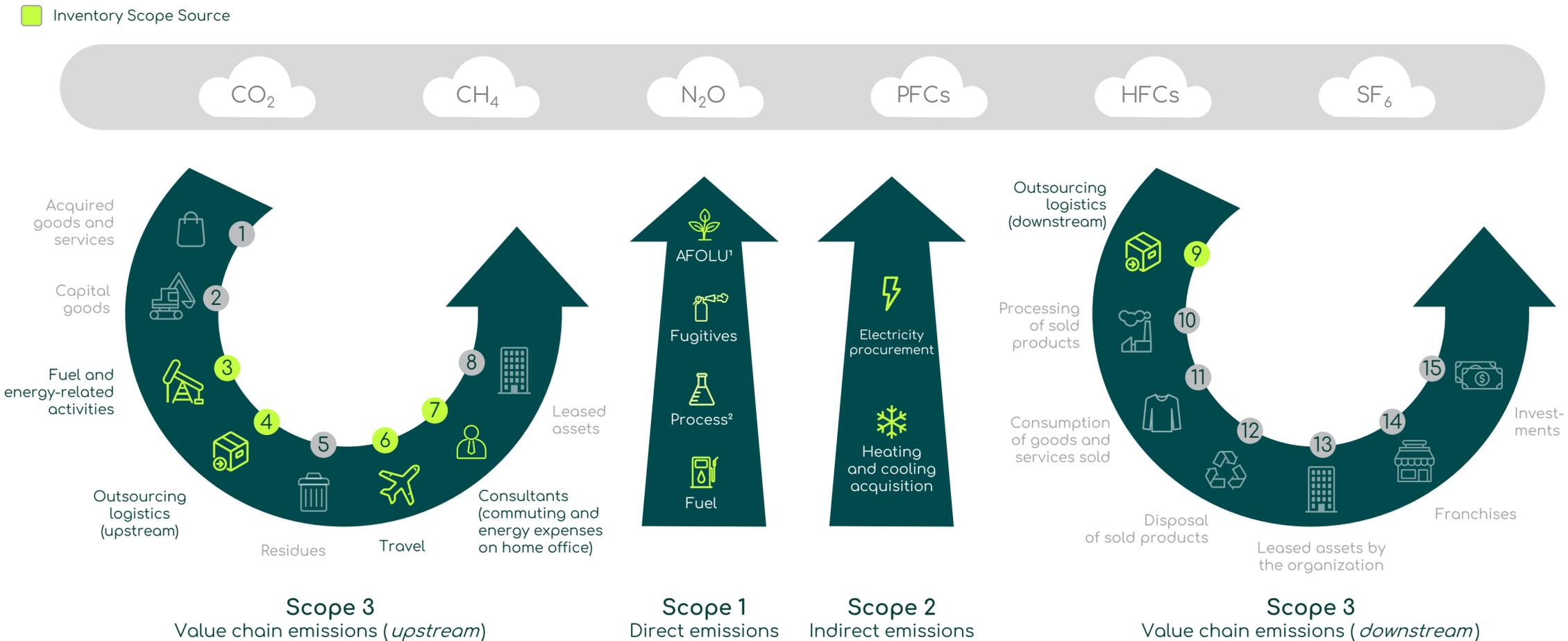
By the publication of this transparency report, the e-book had 324 downloads.



# SUSTAINABILITY

In 2023, Sherlock Communications' activities **emitted approximately 125 tons of CO2e**. Emissions were measured through a consultancy provided by Compensa.Eco, based on the GHG Protocol - a set of standards, guidance, tools and training for companies and governments to measure their emissions - taking into account the agency's operations in Brazil, Argentina, Peru, Chile, Colombia, Mexico, Costa Rica, and Uruguay.

## Inventory Scope: 2023 Emissions from Sherlock Communications

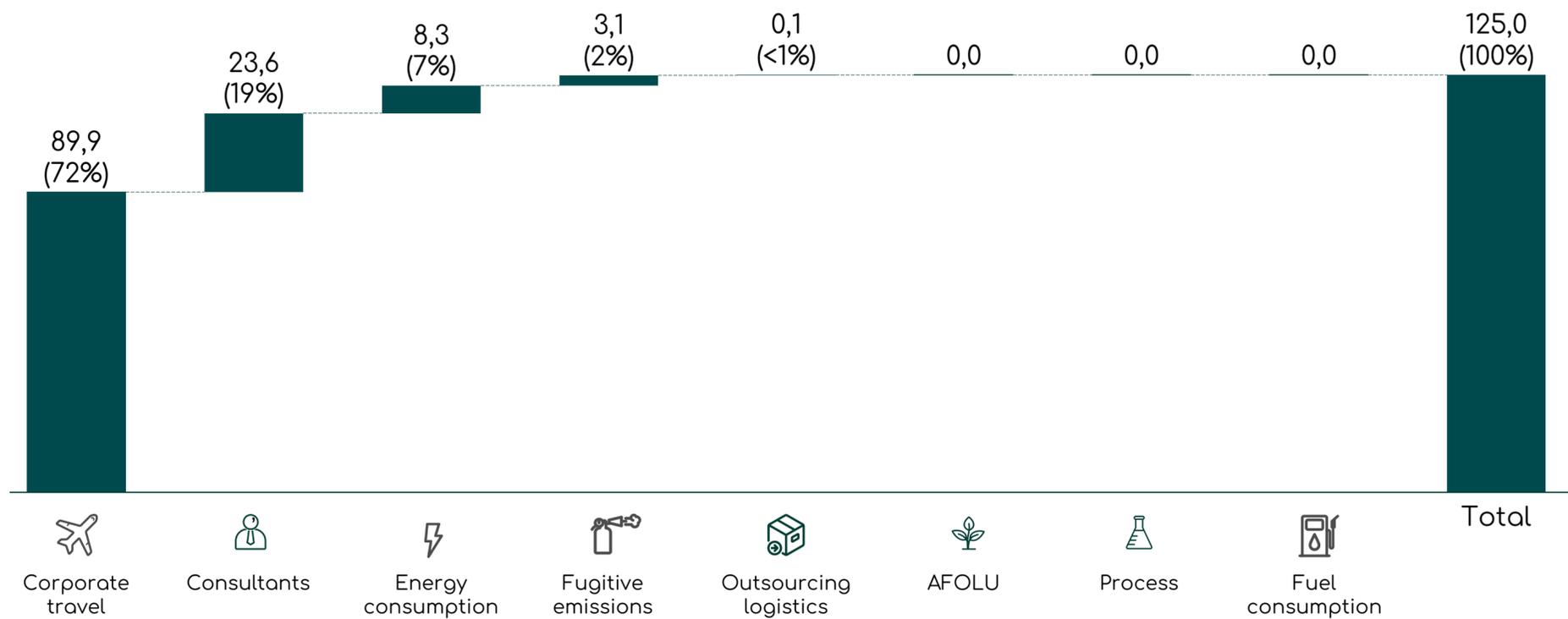


1. AFOLU: Agriculture, Forestry and Other Land Use. 2. Emissions resulting from physical or chemical production processes (other than combustion)  
 Note: CO<sub>2</sub>, Carbon dioxide; CH<sub>4</sub>, Methane; N<sub>2</sub>O, Nitrous oxide; HFCs, Hydrofluorocarbons; PFCs, Perfluorocarbons; SF<sub>6</sub>, Sulfur hexafluoride. Source: GHG Protocol

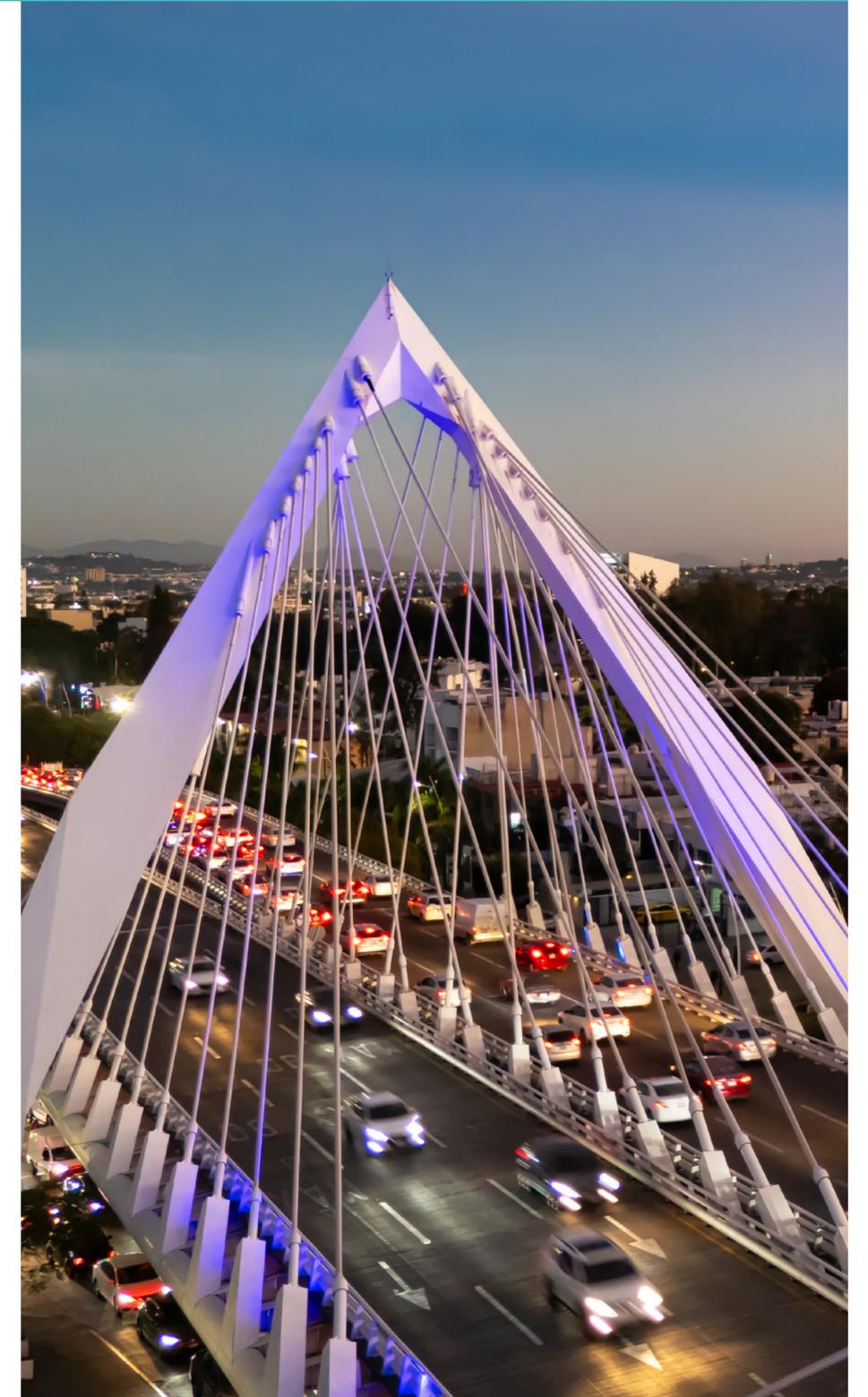


Of the total emissions from the previous year, 72% stem from corporate travel. Meanwhile, 19% of emissions result from consultants commuting between home and our offices, and the preference for either in-person or remote

work models; 7% from office energy consumption; 2% from fugitive emissions (gases from air conditioners and refrigerators); and less than 1% from outsourced logistics, as per the infographic below:

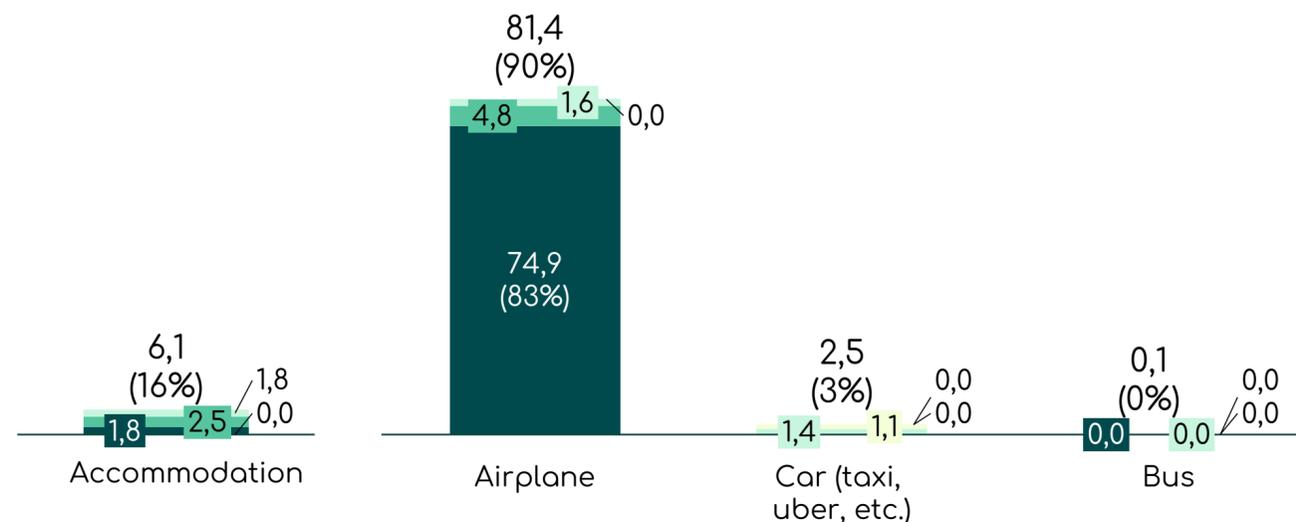


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Within corporate travel, 83% of carbon emissions resulted from long-distance air transportation - primarily during the annual visit of teams from other countries to Brazil, and Sherlock Communications's main headquarters in São Paulo, for our end-of-year celebrations.

Breakdown of emissions by accommodation and transport in travel, according to the type of transportation and the distance range travelled per route (values in tonnes CO2e and as a percentage of total travel emissions)



Reference - Breakdown by distance travelled per route and transportation type

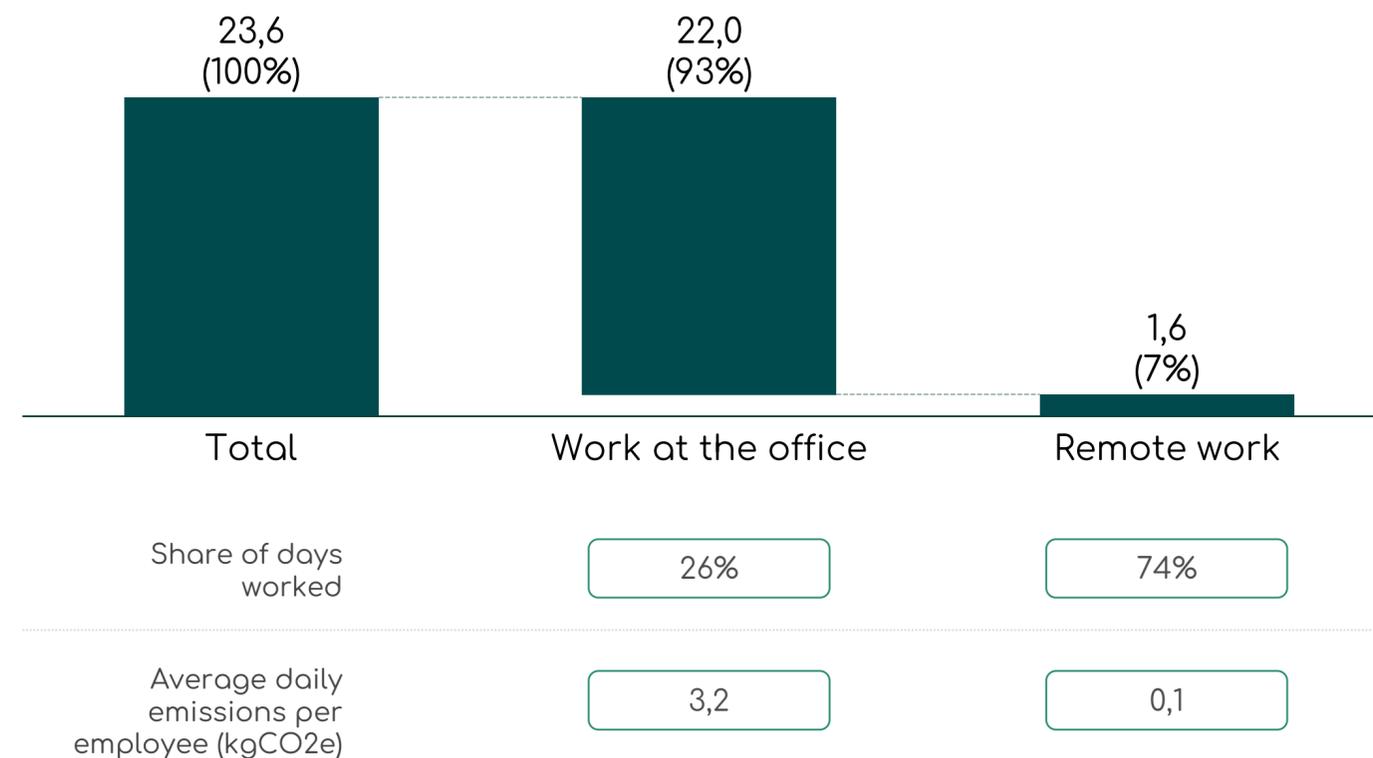
Distance Range	Very Short (< 50 km)	Short (50-400 km)	Medium (400-2000 km)	Long (> 2000 km)
Number of trips	0	13	19	28
Very Short (< 50 km)	767	31	0	0
Short (50-400 km)	0	3	1	0
Medium (400-2000 km)	0	0	0	0
Long (> 2000 km)	0	0	0	0

X Number of trips by type of transportation and type range, measured by the number of passengers

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While home office was already a part of Sherlock Communications' culture even before the pandemic, and most consultants don't work in a fully in-person format, 93% of commuting emissions come from in-person work, albeit occurring on just 26% of total working days. This analysis covers 151 consultants working at Sherlock Communications in Brazil (both São Paulo and Rio de Janeiro offices), Argentina, Peru, Chile, Colombia, Mexico, Costa Rica and Uruguay during 2023.

Breakdown of employee commuting and home office emissions by work model (values in tonCO2e and as a % of total employee emissions)



Note: Employee emissions related to remote work for the company during the period are zero due to the absence of remote work.

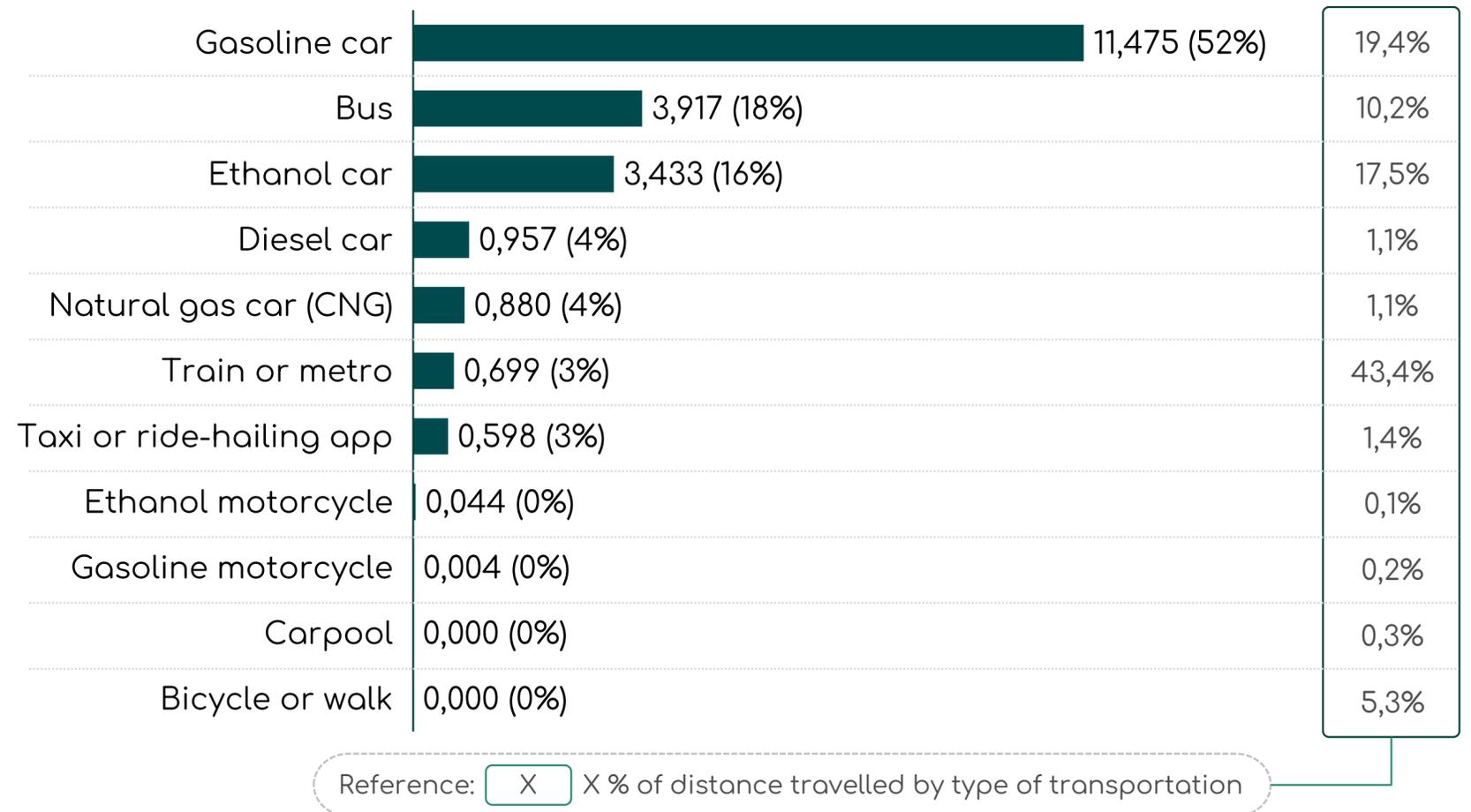
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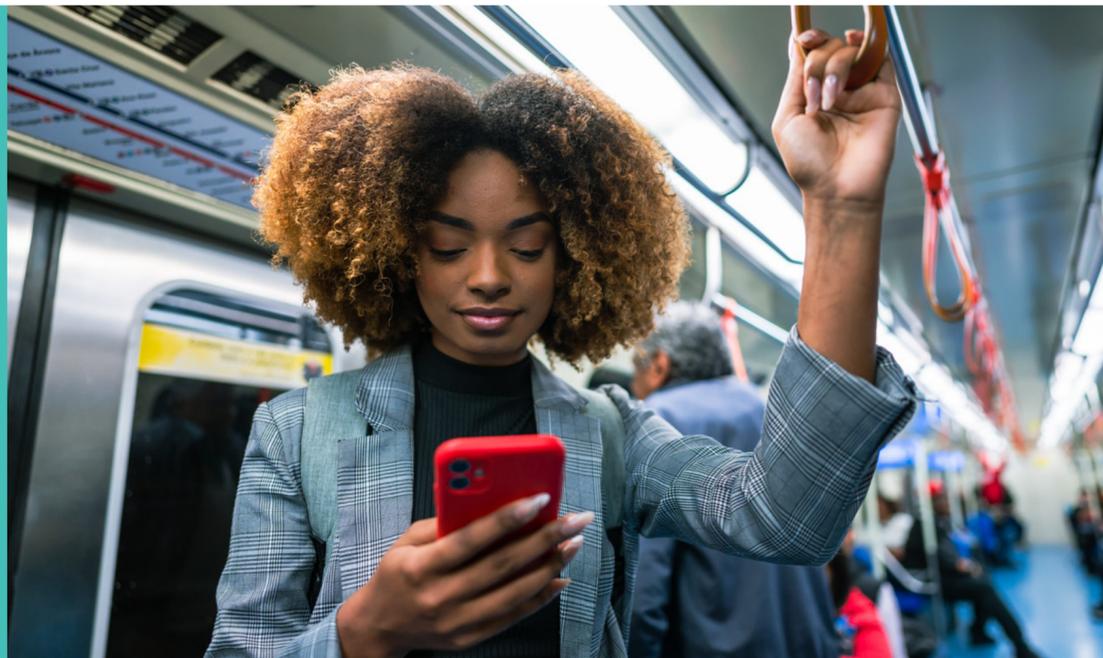
Limiting office attendance to one day per week would decrease emissions by 7.7 tons of CO2e, while transitioning to a 100% home office format across all countries would reduce emissions to 17% of the total. However, it's worth highlighting that the offices in São Paulo, Rio de Janeiro, Bogotá, Mexico City, Buenos Aires, and Lima - where our largest teams are located - serve as essential meeting points with potential clients, journalists, and also function as spaces for team building and training.

One of the ways to reduce emissions related to consultants commuting to the office for in-person work is to limit the use of individual transportation (such as cars and motorcycles, for example), promote the use of public transport between teams and encourage the creation of a carpooling system between consultants, since most of the commuting represent less than 50 km.

Breakdown of employee commuting emissions by type of transportation (values in tonCO2e and as a % of total commuting emissions)



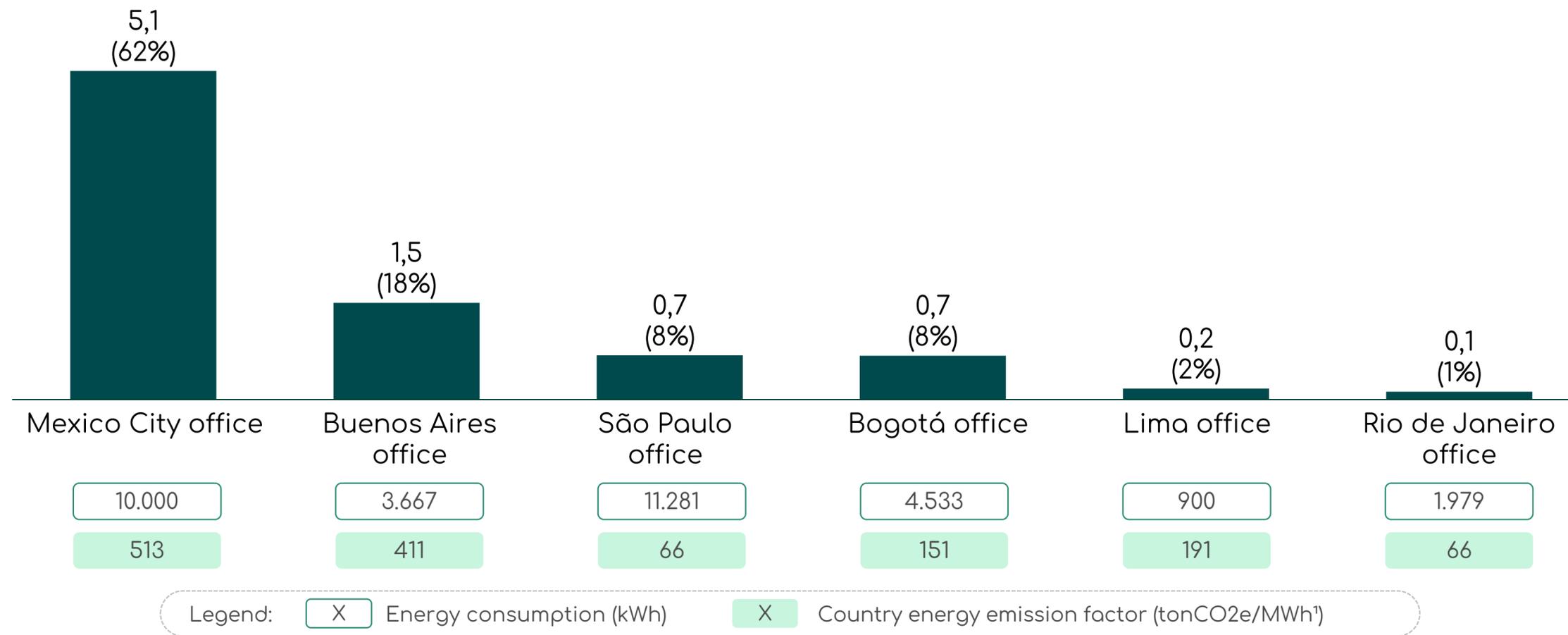
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In terms of energy consumption, the Mexico office accounts for 62% of energy emissions, despite having fewer consultants than the São Paulo office, due to the country's high emission rate.

## Energy: Mexico office accounts for 62% of energy emissions, driven by the high emission rate of the country's grid

Breakdown of energy emissions, by source and emission scope (values in tonCO2e and % of total energy emissions)



1. Well-to-wheel (WTW) emission factor, including emissions from energy generation (Scope 2), distribution losses, and indirect emissions from the energy mix (Scope 3 Category 3)

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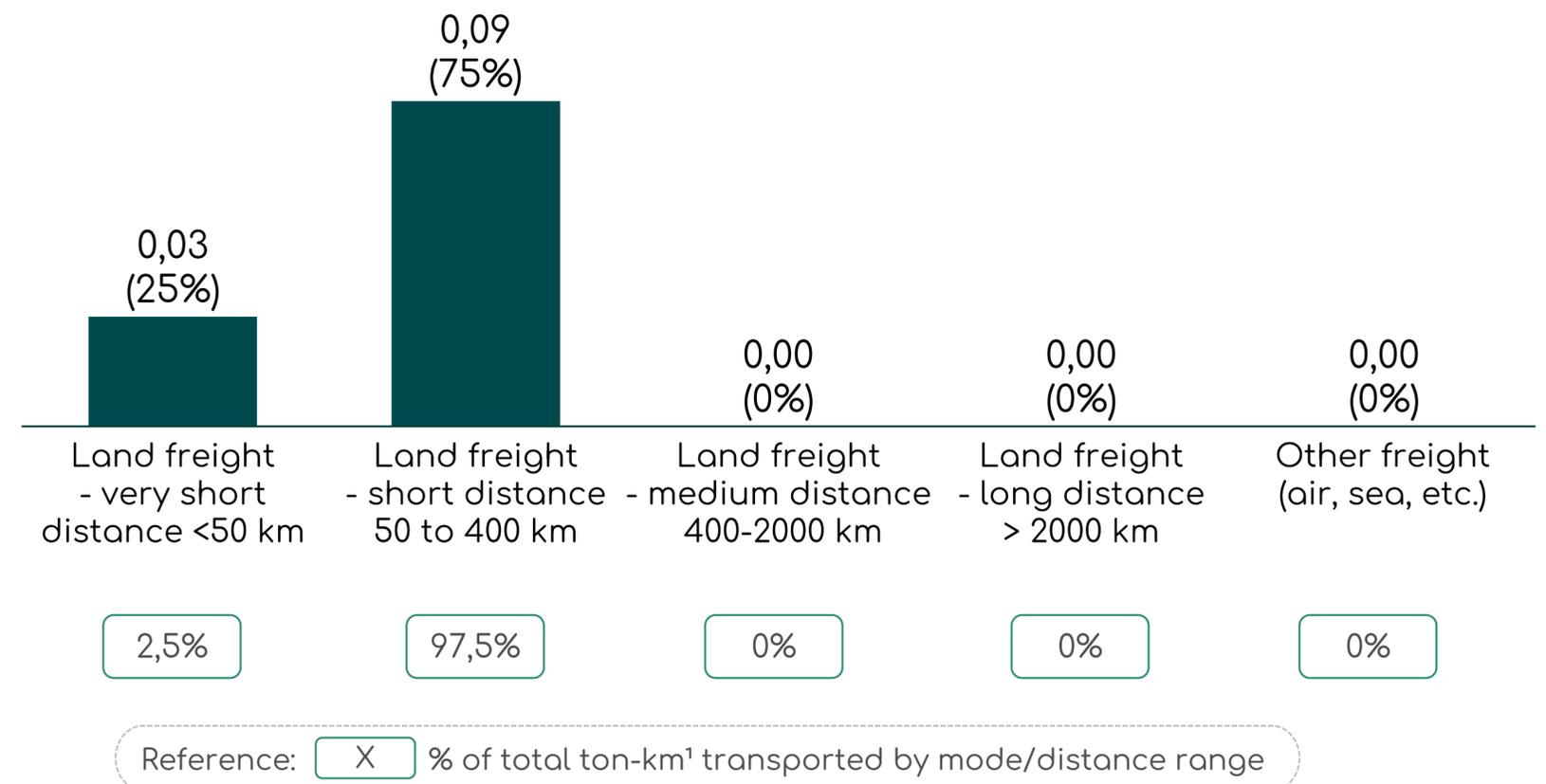
Regarding outsourced logistics and CO<sub>2</sub> emissions from shipments made by Sherlock Communications to clients and journalists, medium-distance ground deliveries account for 75% of total logistics emissions. However, this source fell below the materiality threshold\*, and was not a major factor in the agency's total emissions.

\*The materiality threshold is exceeded when the measured value is greater than 5% of the company's Scope 1 and 2 emissions. Source: GHG Protocol Brazil



## Outsourcing logistics: Medium-distance land deliveries account for 75% of logistics emissions

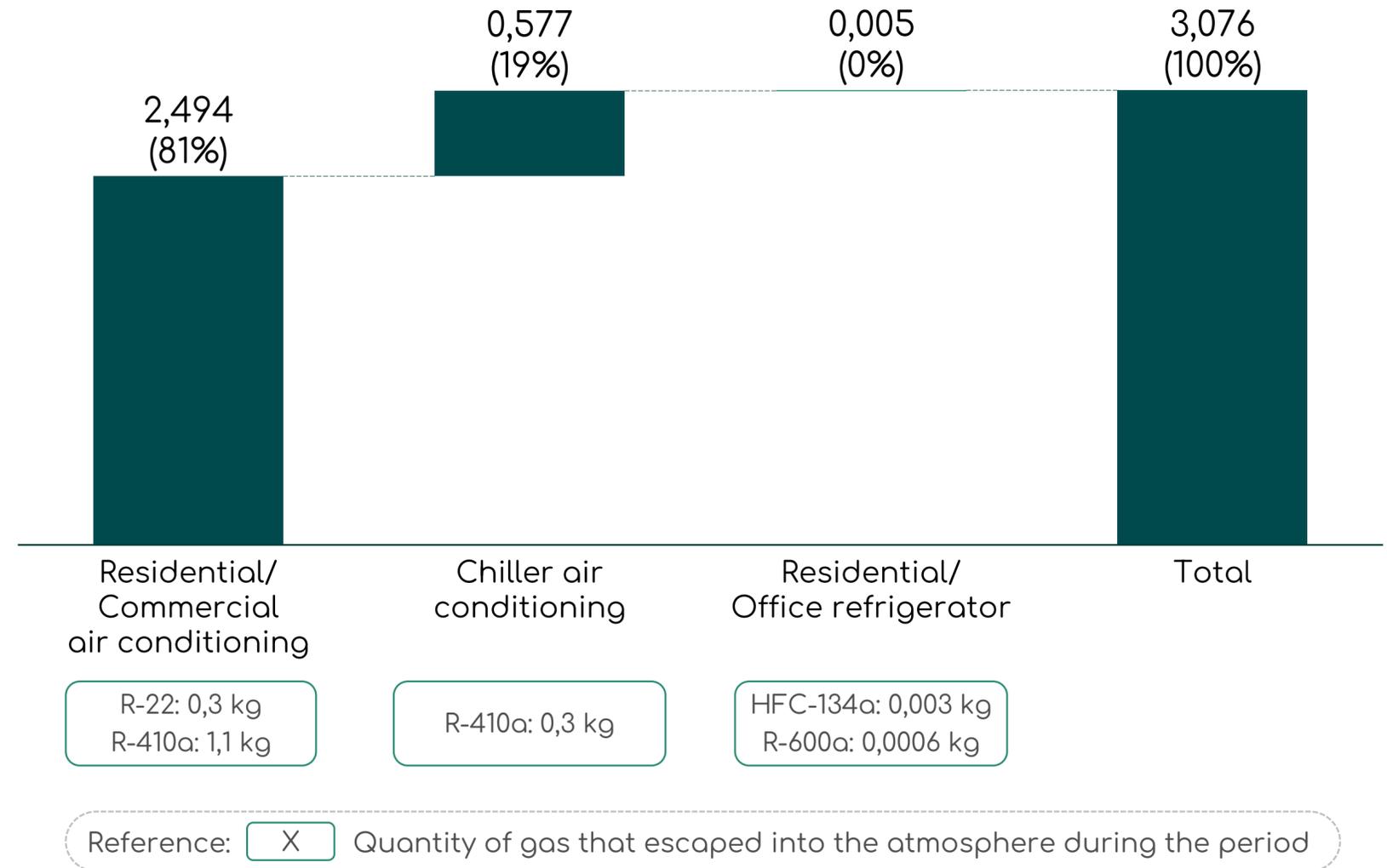
Breakdown of freight emissions by mode and delivery distance range (values in tonCO<sub>2</sub>e and % of total transport emissions)



1. Ton-kilometer, measurement that represents the transport of a ton of cargo per kilometer, used to measure the cargo transport intensity of one or more deliveries.

The same applies to fugitive emissions from air conditioning units and refrigerators in our offices. Our offices in São Paulo and Rio de Janeiro have their own air conditioning units and refrigerators in private buildings, while the others (Mexico, Chile, Peru, Colombia, and Argentina) use shared spaces in coworking environments. In this context, these figures also fall below the materiality threshold when examining Sherlock Communications' overall emissions\*.

Breakdown of fugitive emissions by equipment type (values in tonCO2e and % of total fugitive emissions)



\* The materiality threshold is exceeded when the measured value is greater than 5% of the company's Scope 1 and 2 emissions. Source: GHG Protocol Brazil

# SOCIAL



## DIVERSITY & INCLUSION COMMITTEE: PROMOTING DIVERSITY WITHIN OUR AGENCY

In 2023 Sherlock Communications held 8 Diversity Talks in total, discussing the following topics:

1. **Unconscious Biases & Microaggressions** (BRAZIL - Portuguese)  
Expert: Think Eva (social organisation)
2. **Unconscious Biases & Microaggressions** (LATAM - Spanish)  
Expert: CrucesXRosas (NGO)
3. **LGBTQIAPN+ Inclusion and Diversity** (BRAZIL - Portuguese)  
Expert: Anna Castanha, Specialist in Diversity, Equity, and Inclusion in Communication and Organizations.
4. **Pink October and Blue November** - Focus on Prevention and Well-being  
Expert: Dra. Priscilla Pasquinelli, medical doctor specialising in radiology

5. **Breast and Prostate Cancer Awareness** - Empathy in Communication and Disease Approach  
Expert: Vinicius Gambeta (Agência de Bolso) and Dra. Barbara Gobetti
6. **ESG for Understanding Diversity**  
Expert: Guardia Consultores

7. **Dance therapy session** organised by the MX team  
Expert: Sherlock consultant, Silvia Rocha
8. **Inclusive language:** an academic and linguistic inclusion  
Expert: Leonora Xánath Gómez Aceves, specialist in Linguistics, Anthropology, Interculturality and Language Policies. Researcher in Indigenous Bilingual Intercultural Education program



## OUR DAILY EFFORTS TO INCREASE DIVERSITY AND INCLUSION

Ensuring diversity and integration amid the diverse realities in which we work is part of our daily efforts, including:



Ongoing efforts to hire, include and support black, LGBTQIA+, indigenous, physically disabled and intellectually disabled consultants from different socio-economic backgrounds;



Improving internal conversations concerning diversity and inclusion among our consultants;



Broadening the social projects Sherlock Communications supports to make sure we contribute to as many diverse projects as possible;



Articulating our team's commitment to promoting human rights, respect and integration for everyone in the business environment and society;



Inviting projects and people from minority groups to share their life experiences with our consultants;



Adding inclusive resources such as image descriptions (Alt-Tags on the website and #ImageDescription on social media) across our communications channels, and working to comply with [Web Content Accessibility Guidelines \(WCAG\)](#)



## PRO BONO PROJECTS

Since its inception in 2015, fostering social impact has been ingrained in the culture of Sherlock Communications. Beyond our regional communications expertise, our ambition now extends to making a meaningful and positive difference. To actively contribute to this goal, we dedicate work hours from our consultants towards pro bono services for non-profit organisations and social projects. Leveraging our communication expertise, we assist them in crafting effective strategies within the region, empowering them to stand independently after a specified period.

In 2023, we seized the opportunity to collaborate with a total of 11 pro bono clients, namely:



- **Abraço Cultural:** An organisation creating social, cultural, and economic integration opportunities for refugees and vulnerable migrants in Brazil. They empower migrants and refugees as language teachers (Spanish, English, Arabic, and French) and provide access to information about Southern Global cultures.



- **ASOMAS:** The Mexican Association Anne Sullivan I.A.P. was formally established in Mexico City in 2001. It is the first institution of its kind throughout the Mexican Republic, featuring a specific model for enabling and/or rehabilitating individuals with multiple disabilities, including deafness and blindness.

## ARTE OCUPA

- **Arte Ocupa:** Arte Ocupa originated from two young adults' need to express themselves artistically on the streets of Manaus. Since 2021, the project has been working to bring painting materials to peripheral neighbourhoods and engage poor communities in Manaus through artistic interventions.



- **Comparlante:** Fundación Comparlante is an Argentinian non-profit organisation that advocates for equality and the development of individuals with disabilities in Latin America. Their mission involves



Arte Ocupa



promoting accessibility, entrepreneurship, and equality through the implementation of technological tools, products, and services. The organisation is dedicated to ensuring that this vulnerable segment of the population can fully exercise their rights.



- **Cricket Brazil:** Cricket Brazil is a social project which works to introduce the game of cricket to Brazilians in underprivileged areas of the country.



- **Gay Blog:** Established in 2011, GAY BLOG BR was formerly known as “Não é gay se” (the name was inspired by an ironic meme), and some social media platforms still retain the old name, such as Facebook and Tumblr. The mission has always been to organise and make information accessible with an optimistic, positive, and humorous editorial approach. Readers won’t find hate speech, violent content or fake news there.



- **Favela Brass:** A musical education program for children and teenagers in the favelas and public schools of Rio de Janeiro. Students learn to play wind and percussion instruments, as part of a typical brass band and street group repertoire – from samba and marchinhas to carioca funk and jazz. Workshops are conducted in the Pereira da Silva community in Laranjeiras and at the Aterro do Flamengo, and public performances with students are held throughout the year. The program employs its own musical method, organised by learning levels and structured to prepare students for specific skill tests required by most public music colleges.



- **Mamotest:** Equipped with sophisticated artificial intelligence (AI), Mamotest is dedicated to detecting breast cancer in its early stages, and aims to alter the fate of thousands of women. Mamotest stands out not just

for its cutting-edge technology in collaboration with companies like Vara, a German AI platform, but also for the comprehensive care it provides to patients.



- **Virufy:** A non-profit research organisation developing AI technology to detect COVID-19 from cough patterns using a smartphone, quickly and at no cost.



- **CrucesxRosas:** A Civil Association that advocates for women’s rights in Latin America, providing content that facilitates the deconstruction of our community by challenging and destigmatizing various forms of violence present throughout different aspects of our lives. The group is actively engaged in the fourth wave of feminism, allowing individuals to report, share and support one another through digital platforms with the sole objective of making the world a better place for every girl and woman.

Click [here](#) to see more details of the campaigns which Sherlock has developed with each of these pro-bono clients, and some of the results.



## RESEARCH & DEVELOPMENT

At Sherlock Communications, we've established a dedicated Research and Insights department, which allows us to delve into market dynamics and conduct thoughtful research on the behaviours and habits of Latin Americans. This in turn enables us to adapt our strategies to reflect the region's diverse landscape.

Over the years, we have developed two research materials that touch on CSR topics: the Corporate Social Responsibility Report in LATAM (2021) and the Media Consumption Report LATAM Report (2021). Two additional reports focused on CSR and ESG are due to be published in 2024.



### Corporate Social Responsibility Report in LATAM:

To gain insights into the regional sentiments surrounding corporate social responsibility, Sherlock Communications conducted a survey and reached out to over 3,100 individuals across six Latin American countries (Argentina, Brazil, Chile, Colombia, Peru, and Mexico), gauging their views on whether companies should play a role in improving society. Questions were posed regarding the adequacy of current corporate initiatives and the willingness for increased investment. Additionally, participants were asked about the most pressing issues for Latin Americans in 2021. The findings uncovered interesting results. It was clear that corporate social responsibility (CSR) significantly shapes the perception of brands and companies among Latin Americans. The consensus was that companies should actively address contemporary societal challenges. Support for incorporating diverse voices in communication campaigns was widespread. A majority of respondents expressed a preference for companies engaged in producing and selling sustainable products. Moreover, education emerged as the foremost social issue that respondents desired companies to prioritise in their CSR initiatives.



### Media Consumption LATAM Report:

Despite Latin America's huge demographic range, mass media tends to cater to a singular audience profile, essentially ignoring massive swathes of society. There is much to consider to understand excluded groups in Latin America, not least the geography of a region that contains vast numbers living in isolated regions, including indigenous tribes and agrarian communities. Traditionally excluded groups include the poor, rural communities, women, the disabled, indigenous groups, older people and LGBT+. In January 2020, Sherlock Communications held conversations with over 5,400 people in Latin America from Argentina, Brazil, Chile, Colombia, Mexico, and Peru to assess how they consume information, and the sources they consider to be most trustworthy. Additionally, we engaged with activists across various countries in the region to identify groups that are typically overlooked by mass media, understand ongoing developments, and seek positive narratives to share. We also interviewed individuals in marginalised regions - a favela in Rio de Janeiro and an indigenous community in Amazon - thus enhancing our comprehension of their perspectives.



# GOVERNANCE

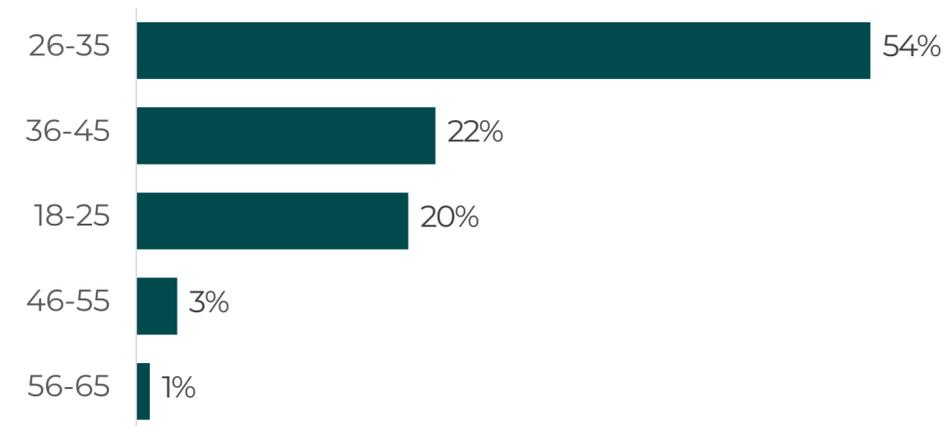


## DEMOGRAPHICS

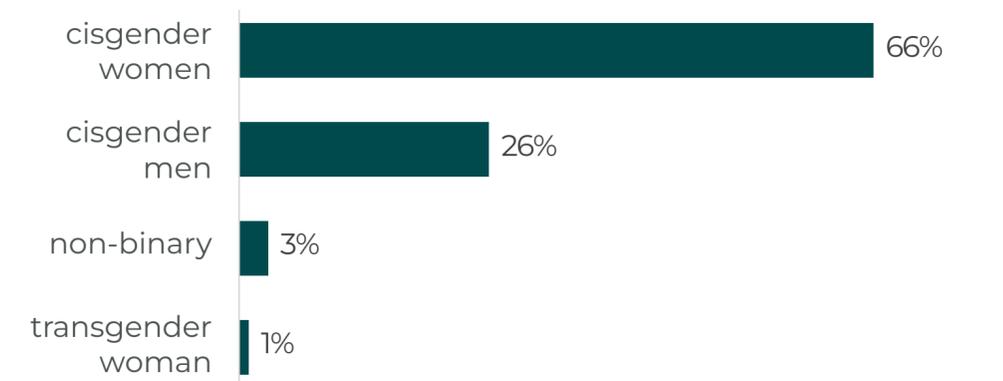
As Sherlock Communications expands, our mission is to create a more diverse and inclusive workplace. To do so, it's necessary to first evaluate the current scenario so we can then move forward. Our Diversity, Equity and Inclusion (DEI) division conducted internal and voluntary research in December 2023 with all Sherlock Communications consultants in Latin America, with 116 out of 146 professionals responding. The results provide a cross-section of the agency's workforce and allow for an in-depth analysis.

Age, gender, race, sexual orientation, people with apparent or hidden disabilities and religion or spirituality are among the intersections required to identify the social and cultural backgrounds of the agency's members.

Professionals aged 60+ represent 1% of our board, while the most prominent age group in our workforce is 26-35 (54%), followed by 36-45 (22%), 18-25 (20%), 46-55 (3%) and 56-65 (1%). As we aim to open more space for different perspectives and ages, creating job opportunities that pay attention to this is part of our DEI Plan.



Sherlock Communications is committed to gender equity. The result is a place of work where 66% of consultants self-identify as cisgender women (76), and 26% (30) self-identify as cisgender men. With the plurality of understandings of gender and sexuality, it is necessary to go even further; non-binary people make up 3% (4) of our workforce, followed by one transgender woman (1%).



To assess the LGBTQIAP+ community's presence within the company, consultants were asked how they identify with their sexuality. There is a long way to go on the road of diversity. In our survey, consultants predominantly identified as heterosexual, making up 72% (83) of the workforce, followed by 18% bisexual (21), 4% gay (5) and 3% lesbian (4).

One of the central points of the DEI team is to understand and open up space for discussion concerning race. Debating intersectionality in the workplace is more necessary than ever, especially since all aspects mentioned above are intrinsically connected. The team is currently made up of 66% identifying white people (77), 7% black (8), 26% brown or mixed race (30) and 1% yellow (1). That suggests how we need to improve and focus our efforts on increasing the talents of black people inside the company, and go further to develop the careers of these professionals.

Regarding disability, it's necessary to highlight the importance of having a minimum of understanding and research to even set up an internal study, since one can identify as PwD - Person with Disability - that can be either apparent or hidden. In this context, 2% of our consultants have ADHD (2), 2% have a physical disability (2), 1% have a psychological disability (1), and 94% (109) don't have a disability. We aim to focus on accessibility and raise awareness of the issue over the coming months and years.

Our professionals are free to express their beliefs, and the survey provides an overview of the religious diversity of our workforce, including: Catholic (24%), Afro-Brazilian (10%), Spiritist (11%), Evangelical (6%), atheist (3%), Jewish (2.2%) and Protestant (2.2%). 28% of our consultants don't have a religion or belief system.

The DEI team seeks to create a safe space where consultants feel confident to be themselves, and thus grow together with the company. The goal is to continue the work and position Sherlock Communications as a reference and an inclusive workplace, through effective internal policies, training and a focus on professional and human development built on Diversity, Equity and Inclusion.



## LEADS RELEVANCE CRITERIA: WORKING EXCLUSIVELY WITH CLIENTS WHO SHARE OUR ETHICAL VALUES

As a communications agency, we are contacted by decision-makers from a wide range of companies that seek our support for a number of reasons. However, our mission, vision and values also play a strong role in our decision to work with them.

As a company concerned with social responsibility, there are certain sectors and situations which we will always refuse to work with. The list includes:

- Arms manufacturers;
- Companies or governments that are involved in controversies or that disrespect human rights, as described by the [International Bill of Human Rights by the United Nations](#).



## WELL-BEING AND DEVELOPMENT

We invest in our consultants' growth in a variety of ways, through projects and courses. During 2023, these included:

- **Spanish and English classes with Abraço Cultural:** Sherlock Comms proudly continued a transformative collaboration with Abraço Cultural, an NGO and language school committed to employing refugees as proficient language instructors. Our consultants had the opportunity to enhance their Spanish or English skills through classes offered by Abraço Cultural. We recognize that not everyone has had an equal opportunity to acquire language proficiency in the past, so we sought to create a more confident and comfortable communication environment. This partnership not only facilitated language enhancement but also played a pivotal role in breaking down linguistic barriers, and ensuring effective communication with clients, while causing a positive social impact.
- **Leadership Training for new Account Leads:** To fulfil our commitment to the professional growth and development of our consultants, we designed and executed Leadership Trainings tailored specifically for our new Account Leads in collaboration with Luca Andrade, Managing Partner at Avansare – a consultancy, development, and training entity. The objective was to equip our Account Leads with the skills and insights required to excel in their roles. Through this strategic

partnership, we ensured that our team members not only received top-notch training but were also empowered to seamlessly implement their newfound knowledge in real-world scenarios and train soft skills.

- **Crisis Management Workshop:** In collaboration with one of Brazil's foremost Crisis Management professionals, Neuza Serra, we developed a two-day workshop to train our consultants in Crisis Management. The main goal was to provide an understanding of crisis procedures, enabling them to navigate challenging situations effectively. The workshop delved into real-world crisis examples, fostering insightful analysis, and encouraging robust discussions about the actions taken. The knowledge gained during this workshop remains a valuable asset for our team as an agency.
- **Fire safety and first aid training:** To ensure the safety and preparedness of our team, we conducted an intensive 4-hour training session encompassing both theoretical and practical aspects of first aid and fire safety manoeuvres. Our training included in-depth discussions on legal considerations, fire theory, fire propagation, prevention strategies, extinguishing methods, extinguishing agents, Personal Protective Equipment (PPE), alarm detection equipment, firefighting equipment, evacuation procedures, considerations for individuals with reduced mobility, Cardio-Pulmonary Resuscitation (CPR), haemorrhage management, specific building risks, emergency psychology, and incident control systems.



First aid training





■ **Wellness support & Caju Benefícios:** In a proactive initiative to prioritise the physical and mental health of our consultants, Sherlock Communications implemented the Wellness Benefit, seamlessly integrated into our consultants total monthly compensation. Beyond their daily earnings, all consultants received an additional R\$ 300.00 every month, earmarked as support for personal well-being. In December 2023, we incorporated a strategic partnership with Caju Benefícios in Brazil, whereby the monthly wellness amount was directly deposited. This collaboration provided our Brazilian consultants with access to a multitude of discounts from various partners and exclusive subscriptions to Gympass plans. For our consultants across the rest of LATAM, the wellness benefit was equivalently valued at US\$ 60.00, ensuring a consistent and supportive approach to well-being throughout the region.

■ **Work leave policy:** In 2023, we successfully expanded the company's policies to further support our consultants and enhance their quality of life by promoting a better balance between personal and professional commitments. We announced the introduction of various leave options, effective immediately, including maternity leave, paternity leave, medical leave, bereavement leave, and force majeure leave. In the event a consultant finds themselves in any of these situations and is unable to work, they will continue to receive their regular compensation for the day.

- **\*\*Maternity Leave:** Sherlock Communications will provide 100% of the fee rate per day, considering the business days over the course of the 4 months of maternity leave taken. Maternity leave can start 28 days before the due date.
- **\*\*Paternity Leave:** Sherlock Communications will provide a paid paternity leave of 15 business days to all consultants, offering full day rate as a payment per day.

**\*\*Both Maternity and Paternity leaves also extend to same-sex couples where adoption or surrogacy is concerned. This can always be discussed further, considering the intricacies of each case.**

- **Sick Leave:** If the consultant can't work because of illness, or because a dependent is infirm, either physically or mentally, and either has received medical instructions to rest, they are allowed to take paid days off according to the severity of the situation.
- **Bereavement Leave:** This is a paid leave for a consultant in the event of the death of an immediate family member or close friend. It's granted at the time of the bereavement to give the consultant time off from work. The number of leave days provided can range from 3 to 10 according to the closeness and type of relation established between the deceased and the consultant.
- **Force Majeure Leave:** In a force majeure event that substantially impedes a consultant's work, the consultant shall receive a Force Majeure Leave. Force majeure events include, but are not limited to, natural disasters (such as floods, fires, earthquakes, and others), acts of war, and other unforeseen circumstances beyond the control of both parties. The consultant shall promptly notify their leader of the force majeure event and its impact on their ability to work, to align an appropriate number of leave days which can be reevaluated as the situation develops.

# CONCLUSIONS AND GOALS FOR 2024

Given the initiatives implemented throughout 2023, and taking into account the expansion of the Sherlock Communications team and our desired positioning as an agency, we propose three new targets to be achieved by the end of 2024, to further enhance our CSR engagement:



**Dominó do Bem:** In 2023, we initiated the “Dominó do Bem” project, a platform designed to connect NGOs and donors using cryptocurrency. Donors can be sure that 100% of their contributions will reach the chosen NGO, as the donations bypass intermediary institutions. Simultaneously, NGOs and project administrators gain autonomy in directing their investments. The project, conceived by Lupa do Bem, received operational support from the blockchain platforms Cryptum and Vastuu. Technical adjustments were finalized in December 2023, and the platform will be officially announced in 2024, blending innovation and technology with social impact. By the end of 2024, we anticipate the integration of NGOs who are already part of Lupa do Bem’s network, with cryptocurrency donations enabled.



**Neurodiversity Training Initiative:** Recognizing the neurodivergent individuals within our agency, we acknowledge the need for a more nuanced approach in our interactions. In response, in 2024 we will initiate a training program

designed to prepare our leaders for effectively managing and supporting neurodivergent team members. This initiative goes beyond individual leadership skills and encompasses agency-wide efforts, including facilitating open discussions, organising targeted training sessions, and fostering ongoing conversations throughout the entire organisation. Our overarching objective is to instil a culture of continuous learning and understanding. In doing so, we aim to promote greater equity and inclusivity, and a more supportive workplace for all.



**Internal Sustainability Actions:** In light of the climate challenges currently faced in Latin America, we want to start committing to small internal actions, making our operations and day-to-day routine in the offices more sustainable. As such, by the end of 2024 we aim to reduce the use of paper and single-use plastics in our offices in São Paulo, Rio de Janeiro, Buenos Aires, Colombia, Lima, and Mexico City. By the end of 2025, we aim to eliminate all single-use plastics. In the latter half of 2024, we will also develop partnerships with institutions dedicated to proper waste disposal and recycling, with the goal of responsibly managing the waste produced in our offices and organize seminars to enhance awareness among our consultants.



# SHERLOCK COMMUNICATIONS

**Sherlock Communications** ([www.sherlockcomms.com](http://www.sherlockcomms.com)) is a multi-award-winning communications and digital marketing agency in Latin America. Headquartered in São Paulo, the company also has a presence in Lima, Bogota, Santiago, Mexico City, Buenos Aires, San José, Panama City, Guatemala City and Rio de Janeiro. **With a multidisciplinary and fully bilingual team**, our mission is to help companies bridge the commercial and cultural gap between Latin American and foreign markets.

The agency was named for the second time as **Best International Agency 2024** and **Best Agency LATAM 2024 by PRWeek Global Awards**. Sherlock Communications won and was highly recommended for more than 60 global awards in the past two years, and was named the **second most creative agency in the world** and the **most creative in Latin America** by The Holmes Report's Creative Index.

**Managing Partner** Patrick O'Neill | **Executive Production** Fabiana Rosa, Danielle Cameira, Rúbia Goulart | **Text & Content** Danielle Cameira, Fabiana Rosa, Ingrid Leone | **Technical Analysis of Carbon Emission** Compensa.Eco | **English Proofread** Freddy Powys | **Creative Design** Érica Duarte

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